

# InfiniteCooling

## Technical Marketing Intern

Infinite Cooling's mission is to mitigate water scarcity and reduce emissions around the world by making industrial cooling more efficient. Industrial cooling systems are the largest users of water after agriculture and major users of energy. We help industrial plants reduce their water consumption and energy usage by optimizing the operation of their cooling systems. We are a vibrant startup based in the Boston area, and we are on a mission to be a global leader in cooling for industrial applications. Infinite Cooling is venture-backed and has raised over \$16M of capital and was awarded over \$3M of prizes and grants.

We are looking for a sharp, tenacious, and creative part-time (10-20 hours per week) technical marketing intern to join our team for the fall of 2024 and work on developing and improving our marketing materials, campaigns, and strategy. You will be the only marketing person at a small startup and will have a lot of responsibilities and autonomy. Strong communication, flexibility, and the desire to "wear many hats" will all be essential skills for a successful applicant.

### What you will do:

- Develop and execute marketing strategies.
- Generate content (articles, blog posts, press releases, updates) and post on social media and other channels.
- Gather technical content from engineering team and produce compelling case study and summary documents
- Create new marketing materials (flyers, photos, illustrations, promotional videos).
- Measure metrics on marketing campaigns.

### Preferred skills:

- Passion for technical communication
- Prior professional experience with a focus on marketing or PR.
- Technical understanding of energy, water, and environmental topics.
- Excellent writing skills.
- Skills in Adobe Illustrator, Adobe Photoshop.
- Excellent knowledge of MS Office.
- Outstanding attention to details.
- Self-starter mindset and ability to work autonomously with minimal supervision.

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**Location:**

Remote with occasional visits to main office in Malden, MA

**Contact:**

Maher Damak, CEO

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